

Rémy Cointreau GTR unveils The Drop at select locations



LOUIS XIII THE DROP is a 1cl format of the ultra-premium Cognac and premiered at TFWA Cannes 2022

Rémy Cointreau Global Travel Retail has unveiled LOUIS XIII THE DROP, a 1cl format of the ultra-premium Cognac. LOUIS XIII THE DROP premiered at the TFWA World Exhibition & Conference in Cannes last year and is set to enter select locations in global travel retail.

Each glass bottle contains 1cl of the LOUIS XIII Cognac blend and is available individually or in an exclusive box of five bottles, in which each THE DROP reflects a spontaneous mood and mindset: Make It Loud, Make It Glow, Make It Bold, Make It Smooth and Make It Bright.

The LOUIS XIII THE DROP tagline, #MakeItYours, "encapsulates the innate mindset of spontaneous appreciation and the boundless possibilities of personalization," reads the press release. A series of accessories including a new leather bottle case, complements the nomadic Cognac format and makes it possible for clients to carry THE DROP with shoulder straps in five different colors to match each of the bottle lids.

Celebrating the launch of THE DROP, LOUIS XIII presented its debut immersive retail experience for clients in Southeast Asia, which took place from December 3 2022 to January 1, 2023 at Design Orchard, Singapore. Visitors were invited to take part in interactive AR experiences, crafting stations featuring engraving and leather embossing activities and interpretations of #MakeItYours from two

local artists.

“THE DROP dares to redefine the boundaries of Cognac consumption and how LOUIS XIII interprets spontaneity and nomadism. We are thrilled to showcase this uniquely exciting way to experience LOUIS XIII to our travel retail partners. THE DROP offers modern clients the opportunity to engage with LOUIS XIII where and when they want, and even more with the tasting ritual they want – and we believe that travel retail is the perfect environment for this breakthrough innovation to be discovered,” says Leonardo Ferracina, Global Executive Director at LOUIS XIII Cognac.

THE DROP has the same aromatic and flavour profile as the first release of LOUIS XIII Cognac, created in 1874. The signature characteristics of LOUIS XIII are recreated each year using a blend of different eaux-de-vie. These eaux-de-vie are made exclusively using grapes that have been grown and harvested in Grande Champagne terroir – the exceptional terroir in Cognac region in France, which defines LOUIS XIII – before being set aside to age in casks in the cellars.